

ABSTRAK

**HUBUNGAN LOKASI, PELAYANAN, DAN PENYEDIAAN FASILITAS
DENGAN LOYALITAS KONSUMEN**

Studi Kasus : Mirota Kampus Swalayan

Bonaventura Shinta Permata Sari
Universitas Sanata Dharma
2015

Penelitian ini bertujuan untuk mengetahui: (1) hubungan lokasi dengan loyalitas konsumen; (2) hubungan pelayanan dengan loyalitas konsumen; (3) hubungan penyediaan fasilitas dengan loyalitas konsumen.

Penelitian ini merupakan studi kasus pada konsumen Mirota Kampus Swalayan yang dilaksanakan bulan Februari. Sampel penelitian sebesar 100 responden dan teknik pengambilan sampel adalah *accidental sampling*. Data dikumpulkan menggunakan kuesioner dan observasi, teknik analisis data adalah *Product Moment*.

Hasil penelitian menunjukkan bahwa: (1) ada hubungan lokasi Mirota Kampus Swalayan dengan loyalitas konsumen ($r = 0,575$; *Asymp.sig.* = 0,000); (2) ada hubungan pelayanan Mirota Kampus Swalayan dengan loyalitas konsumen ($r = 0,646$; *Asymp.sig.* = 0,000); (3) ada hubungan penyediaan fasilitas Mirota Kampus Swalayan dengan loyalitas konsumen ($r = 0,454$; *Asymp.sig.* = 0,000).

ABSTRACT

**The Relationships between Location, Services, and Availability of Facilities
with Customer Loyalty**

A Case Study: Mirota Kampus Market

Bonaventura Shinta Permata Sari

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2015

This study aims to find out: (1) the relationship between the location and customer loyalty; (2) the relationship between the service and customer loyalty; (3) the relationship between the availability of facilities and customer loyalty.

This study is a case study on Mirota Kampus held in February 2015. The samples of the study were 100 respondents and the sampling technique was accidental sampling. The data were collected using questionnaires and observation; data were analyzed by Product Moment.

The results show that: (1) there is a relationship between Mirota Campus Market location and customer loyalty ($r = 0,575$; Asymp.sig. = 0,000) ; (2) there is a relationship between Mirota Campus Market service and customer loyalty ($r = 0,646$; Asymp.sig. = 0,000) ; (3) there is a relationship between the availability of Mirota Campus Market facilities and customer loyalty ($r = 0,454$; Asymp.sig. = 0,000).